

WHAT IS CLAIMED IS:

1 1. A computer based method for analyzing data contained in at least
 2 one of a plurality of data sources of an enterprise, said method comprising:
 3 providing a model for said at least one of a plurality of data sources of said
 4 enterprise;
 5 forming a data organization for said model;
 6 creating a database having said data organization;
 7 translating data from said at least one of a plurality of data sources to said
 8 data organization, to form a plurality of translated data;
 9 incorporating said translated data into said database; and
 10 performing analysis on said translated data in said database, wherein said
 11 data organization comprises at least one of a plurality of data, said data comprising:
 12 (a) at least one identity element; and
 13 (b) at least one attribute element, wherein said identity element and
 14 said attribute element have at least one of a plurality of relationships between one
 15 another.

1 2. The method of claim 1 wherein said model further comprises:
 2 a focal group, said focal group comprising:
 3 at least one of a plurality of classification components; and
 4 at least one of a plurality of core components; and
 5 a customized group, said customized group comprising:
 6 at least one of a plurality of customer activity components; and
 7 at least one of a plurality of activity lookup components;
 8 wherein said customized group has at least one of a plurality of
 9 relationships with said focal group.

1 3. The method of claim 2 wherein said classification components
 2 comprises customers' categorization of information related to business processes.

1 4. The method of claim 2 wherein said activity components comprises
 2 business transactions.

1 5. The method of claim 2 wherein said activity components comprises
2 business events.

1 6. The method of claim 2 wherein said activity components comprises
2 business activities.

1 7. The method of claim 2 wherein said activity components comprises
2 business measures.

1 8. The method of claim 2 wherein said activity lookup components
2 comprises reference information for customers' business transactions.

1 9. The method of claim 2 wherein said activity lookup components
2 comprises reference information for customers' business events.

1 10. The method of claim 2 wherein said activity lookup components
2 comprises reference information for customers' business activities.

1 11. The method of claim 2 wherein said activity lookup components
2 comprises reference information for customers' business measures.

1 12. The method of claim 1 wherein said data organization further
2 comprises at least one of a plurality of core components, said core components
3 comprising:

4 a customer identifier; and

5 at least one of a plurality of classification components, wherein said
6 classification components has at least one of a plurality of relationships with said core
7 components.

1 13. The method of claim 12 wherein said core components further
2 comprises an account identifier.

1 14. The method of claim 12 wherein said classification components
2 comprises a sales channel.

1 15 The method of claim 12 wherein said classification components
2 comprises a customer region.

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1 16. The method of claim 12 wherein said classification components
2 comprises a customer profile.

1 17. The method of claim 12 wherein said classification components
2 comprises a demographic profile.

1 18. The method of claim 1 wherein said enterprise comprises a
2 business.

1 19. The method of claim 1 wherein said data comprises
2 telecommunications information.

1 20. The method of claim 1 wherein said data comprises financial
2 information.

1 21. The method of claim 1 wherein said data comprises retail
2 marketing information.

1 22. The method of claim 1 wherein said data comprises insurance
2 information.

1 23. The method of claim 1 wherein said data comprises health care
2 information.

1 24. A computer based method for performing customer analysis of
2 contents of at least one of a plurality of data sources, said method comprising:

3 selecting a template from a plurality of pre-defined ones, said templates
4 embodying a plurality of characteristics of a business;

5 selecting at least one of a plurality of customer entities from a plurality of
6 pre-defined ones to form a focal group of customer entities, said selecting based upon
7 said template;

8 defining at least one of a plurality of customer transaction entities and at
9 least one of a plurality of attributes of said customer transaction entities to form a
10 customized group of customer activity components;

FOOTNOTES: 1-1000

21 creating at least one of a plurality of data mapping rules, said mapping
22 rules providing translation information for tables and attributes of said data sources to
23 said data warehouse.

1 26. The method of claim 24 further comprising:
2 defining application-specific entities for said customer activity
3 components.

1 27. The method of claim 26 further comprising:
2 defining at least one of a plurality of attributes for said application-specific
3 entities.

1 28. The method of claim 24 wherein said deriving said data types is
2 performed automatically.

1 29. The method of claim 28 further comprising:
2 providing to users the capability to make changes to said data types if they
3 choose not to use the automatically derived ones.

30. A method for integrating customer data analysis tools with at least one of a plurality of database systems, said method comprising:

1 34. The method of claim 30 wherein said customer data analysis
2 comprises customer churn analysis.